



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

23 February 2015

1. **Project Code** 14-AG-11-GE/DC-OSM-B
2. **Title** Multicountry Observational Study Mission on Branding Local Specific Agricultural Products through the Use of Geographical Indications
3. **Timing and Duration** 25–30 May 2015 (six days)
4. **Venue** Tokyo, Japan
5. **Implementing Organization** Asian Productivity Organization
6. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, Republic of Korea, India, Indonesia, Islamic Republic of Iran, Lao PDR, Malaysia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam.  
  
Other member countries with special interest in this project may nominate candidates upon consultation with the APO Secretariat.
7. **Number of Local Participants** Up to six qualified participants
8. **Closing Date for Nominations** 4 April 2015
9. **Objectives**
  - a. To enhance the understanding and knowledge of participants of geographical indications (GIs) for local food and agricultural products and how this can benefit smallholder producers in developing member countries;
  - b. To share experiences on recent developments and initiatives in the field of GIs with particular emphasis on GIs for agricultural products; and
  - c. To examine best practices in the management of GIs and the roles of producer groups and other stakeholders.

## 10. Background

Policymakers in several countries have identified GIs as a potential mechanism to support the sustainable production of specific traditional products and maintain their competitive advantage in the market. This potential was supported by a number of case studies showing that GIs have positive impacts on rural communities as seen through the structuring of value chains around a common product reputation, preservation of the natural resources on which the product is based, preservation of traditions and know-how related to the production and handling of the products, and the stimulation of rural and agritourism. The recognition and protection of the names and integrity of these products are important to sustain the patronage of consumers considering their linkages to various upstream and downstream enterprises. Through GIs, the community of producers is encouraged to invest in maintaining the specific qualities of the product on which the reputation is built and to cooperate in promoting and protecting the reputation of the product.

The World Intellectual Property Office defines a GI as a sign used on goods that have a specific geographical origin and possess qualities, reputation, or characteristics that are essentially attributable to that place of origin. The place of origin may be a village or town, a region, or an entire country. Agricultural products typically have qualities that derive from their place of production and are influenced by specific local factors, such as climate, water and soil quality, and the cultural practices adopted by farmers in the production and postproduction handling of the products.

This study mission will examine applications of GIs in selected agricultural products in Japan and observe how producers and related enterprises gained competitive advantage, how the rights of the various stakeholders are protected, and how the system is managed sustainably.

## 11. Scope and Methodology

This observational study mission will include resource paper presentations, sharing of country experience, individual/group exercises, and field visits. The tentative topics to be covered are:

- a. GIs as a branding strategy and sustainable development tool for producers and rural communities;
- b. Issues and challenges in the enforcement of GIs for food and agricultural products at national, regional, and international levels;
- c. Legal protection and enforcement of GIs at the national, regional, and international levels;
- d. Best practices in the management of GIs and the roles of producer groups and other stakeholders in the traceability and control schemes for GIs; and
- e. Selected successful examples of local products with GIs.

The tentative program of the study mission is given below:

<u>Date/Time</u>	<u>Activity</u>
Sun., 24 May	Arrival of participants in Tokyo
Mon., 25 May	Opening session/presentations by resource speakers
Tue., 26 May	Presentation and discussion of country reports
Wed., 27 May	Field visit

Thu., 28 May	Field visit
Fri., 29 May	Field visit
Sat., 30 May	Summing-up and concluding session
Sun., 31 May	Return of participants/free time

## 12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Officers of government, NGOs, agribusiness and food-processing industries association in charge of local product development, promotion and marketing and /or intellectual property rights, and academics and researchers on GI.
Experience	At least three years of experience in the position described above.
Education	University degree or equivalent qualification from a recognized university/institution.
Language	All proceedings of the project are conducted in English, and participants are frequently required to make oral and written presentations. They must therefore be proficient in spoken and written English. Those who are not proficient in English will not be accepted.
Health	Physically and mentally fit to attend an intensive project requiring participants to complete a number of individual and group activities and strenuous fieldwork. It is therefore recommended that member countries do not nominate candidates likely to suffer from physical and mental stress.
Age	Candidates who fit the above profile are typically between 35 and 50 years of age.
APO Certificate	Participants are required to attend the entire program to receive the APO certificate of attendance.

## 13. Financial Arrangements

### To be borne by the APO from the APO general fund

- a. All assignment costs of resource persons.
- b. Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participant's place of work and Narita or Haneda Airport for participants from Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal and for participants from SMEs and nonprofit organizations from other APO member countries. As far as practicable, all participants are encouraged to purchase discount tickets. Please note that the arrangements for the purchase of air tickets should follow the "Guide on Purchases of Air Tickets for APO Participants," which will be sent to the selected participants and is available on the APO website at <http://www.apo-tokyo.org> and from APO Liaison Officers in member countries. Neither the APO nor the implementing

organization(s) will be responsible for paying any additional per diem allowances and hotel accommodation costs due to early arrival, delayed departure, rerouting of tickets, or any other reason.

- c. Hotel accommodations and per diem allowances for participants from the Republic of China, Republic of Korea, and Singapore and for any additional overseas participants for up to seven days at the rate to be specified later when more than 15 participants are selected.

**To be borne by the APO from a special grant from the Japanese Ministry of Agriculture, Forestry and Fisheries**

- a. Hotel accommodations and per diem allowances for up to 15 overseas participants for up to seven days at the rate to be specified later (except for those from the Republic of China, Republic of Korea, and Singapore).
- b. All local implementation costs.

**To be borne by participants or participating countries:**

For participants from profit-making organizations, except SMEs, from APO member countries other than Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal:

- a. Round-trip international airfare between the member country and Narita or Haneda Airport, Japan.
- b. Participating country expenses of US\$50 per participant, payable to the APO in convertible currency.

For all participants

- a. Participants should be fully insured in Japan, regardless of any insurance coverage obtained in their own country, against accident and illness (including hospitalization) for:

accidental death and dismemberment for up to ¥4,000,000  
medical expenses for accident for up to ¥4,000,000  
medical expenses for illness for up to ¥4,000,000

for the entire duration of the project and travel. The APO will secure this insurance on behalf of the participants in the host country from the day before project commencement until the day after project completion. Each participant must pay the premium himself/herself out of the per diem allowances provided. Neither the APO nor the implementing organization will be responsible for any eventuality arising from accident or illness.

- b. All expenses related to visa fees and airport taxes.
- c. Any expenses incurred by participants for stopovers on the way to and from the project venue as well as for extra stay at the project venue before and/or after the official project period on account of early arrival or late departure, for example, due to either limited available flights or any other reason.

#### **14. Actions by Member Countries**

- a. Each participating country is requested to nominate three or more candidates in the order of preference. Please ensure that candidates nominated meet the qualifications specified under section 12 above.
- b. No form of self-nomination will be accepted. All nominations must be endorsed and submitted by an APO Director, Alternative Director, Liaison Officer, or their designated officer.
- c. Please note that nomination of a candidate does not necessarily guarantee that he/she will be selected. Selection is at the discretion of the APO Secretariat. A basic criterion for selection is the homogeneity of the participants in terms of qualifications and work experience. Nonselection therefore does not mean that the candidates concerned are not competent enough. Sometimes candidates are not selected because they are overqualified for a project.
- d. Each nomination should be accompanied by the necessary documents. A nomination lacking any of these documents may not be considered: two copies of the candidate's biodata on the APO biodata form together with a passport-sized photograph. The biodata form can be downloaded from the APO website ([www.apo-tokyo.org](http://www.apo-tokyo.org)). We encourage submitting the biodata form to the APO Secretariat in electronic form as an attachment to a cover e-mail message from the APO Director, Alternate Director, or Liaison Officer. The nomination documents should be sent to the Agriculture Department, APO Secretariat (e-mail: [agr@apo-tokyo.org](mailto:agr@apo-tokyo.org), fax: 81-3-5840-5324).
- e. The APO Medical and Insurance Declaration/Certification Form. Every candidate must complete and submit a copy of the APO Medical and Insurance Declaration/Certification Form with his/her biodata at the time of nomination. Please note that self-declaration is sufficient for candidates without any of health conditions or illnesses listed on the reverse side of the medical form. However, for all others, medical certification by a licensed physician on the reverse side of the medical form is required.
- f. Necessary documents are to be submitted electronically. In that case, there is no need to send a hard copy by postal mail. However, if the documents are submitted by fax, member countries are requested to mail the originals of the documents to the APO Secretariat as well. If a digital photograph of a nominee is not attached to the electronic biodata form, a hard-copy photograph should be sent to the APO Secretariat by postal mail. Please give the candidate's name and the project code on the reverse side of the photograph.
- g. Member countries are requested to adhere to the nomination deadline given on page 1. The APO Secretariat may not consider late nominations as they have in the past resulted in considerable difficulties to the implementing organization in its preparatory work for the project.
- h. For member countries where nominations are required to be approved by higher government authorities and require a longer time, the APO Liaison Officers/NPOs are urged to send the names of nominees on or before the deadline, indicating that government approval will follow.

- i. If a selected participant becomes unable to attend, he/she should inform the APO Liaison Officer/NPO in his/her country immediately and give the reason for withdrawal. The NPO concerned is requested to transmit that information to the APO Secretariat and the host country promptly.
- j. NPOs are requested to inform the selected participants that they are not to bring family members or to engage in any private business activities during the entire duration of the project.
- k. Each selected participant should be informed to arrive at the venue one day before the start of the official project. Also, he/she is expected to return home upon completion of the official project because he/she is visiting the host country for the specific purpose of attending this APO workshop.
- l. NPOs should inform participants that they must attend all six days of the project to qualify for the certificate of attendance.

#### **15. Actions by the APO Secretariat**

- a. Under normal circumstances, candidates who are selected will be informed of their acceptance at least four weeks prior to the start of the project.
- b. If some candidates fail to qualify or be unable to participate after selection, or if some member countries fail to nominate any candidate, their slots may be filled by alternates from the same or another member country on a merit basis.

#### **16. Project Preparation**

The participants are required to prepare a paper prior to departure for the project venue. In preparing the paper, they are expected to follow the attached "Guidelines for the Preparation of Country Papers."

#### **17. Postproject Actions**

All participants are required to prepare action plans and share the plans with their NPOs. The APO will also request participants to submit progress reports six months after completion of the workshop.

#### **18. Evaluation of Participants**

If the conduct/attendance/performance of a participant is not satisfactory, these will be reported to the APO director concerned.

## 19. Guide for Participants

Other conditions for participation are given in the APO Guide for Participants, which is available from APO Liaison Officers/NPOs in member countries and on the APO website ([www.apo-tokyo.org](http://www.apo-tokyo.org)).

A handwritten signature in black ink, appearing to read 'MA', with a large, sweeping flourish extending to the right.

Mari Amano  
Secretary-General

14-AG-11-GE/DC-OSM-B

Multicountry Observational Study Mission on Branding Local Specific Agricultural Products  
through the Use of Geographic Indications  
25–30 May 2015, Tokyo, Japan

### **Guidelines for the Preparation of Country Papers**

Each selected participant is required to submit a paper keeping in mind the scope and objectives of the workshop and topical outline provided below. The paper may be written in the personal capacity of the participant but must be substantiated and should reflect an accurate account of the current status of the “use of geographic indications for local food and agricultural products.” It must be supported by statistical data/information wherever appropriate.

The paper should be typewritten, single-spaced, on standard A4-size paper, and be between 2 and 4 pages in length, excluding tables/figures. A soft copy of the paper should reach the APO no later than **18 May 2015**.

Participants are encouraged to provide in their papers as much relevant, useful information as possible but they must avoid including unnecessary general information on agriculture as well as the profile of their country.

Participants are also required to prepare a summary of their papers not exceeding 300 words. It should contain only the salient points of the paper. The summary will be used to prepare the highlights of the study mission.

The following topical outline is suggested as a guide. It is not meant to restrict the preparation of the paper but rather to encourage the inclusion of other equally relevant information to make it more substantial and meaningful.

### **Tentative Topical Outline**

1. Major food and agriculture products produced for the export market.
  - Please identify and describe the major food and agricultural items being produced for the export market.
  - Please describe the particular region in your country where each of the above products is produced. Do any of these products use GIs?
2. If any of the above products use GIs:
  - Please describe the characteristics of the origin or place where the product is from and other essential features of the GIs.
  - Please explain how the GIs were adopted and registered
  - Please explain how the farmers/producers in the area benefited from the GIs.
  - Please identify issues and challenges faced related to the maintenance of the GIs.
3. If GIs are not currently used in any of the above products in #1;
  - Please assess whether any of the products has the potential for using GIs.
  - Please explain why GIs were not adopted for these products.